# annual conference

## **Aviation Suppliers Association 2005 Annual Conference**



June 25-28, 2005 Boca Raton Resort & Club Boca Raton, FL www.bocaresort.com



Beyond the Forecasts -

Strategies for the Global Marketplace

## schedule of Events

Agenda subject to change, see ASA's website, www.aviationsuppliers.org, for an up-to-date program and schedule.

#### *Saturday* • **June 25, 2005**

8:30 am - 4:00 pm

**QA Committee Meeting** 

Those wishing to participate must contact ASA.

2:00 pm - 5:00 pm **Registration** Boca Raton Resort & Club

#### Sunday • June 26, 2005

7:00 am - 2:00 pm Deer Creek Golf Club

Sponsored by Volvo Aero Services, LP

Deer Creek Golf Club is best described as championship golf in a luxurious tropical setting. The course is noted for its consistently fast and smooth putting surfaces and excellent course conditions. With its undulating and rolling landscape it is no surprise that Golf Magazine noted it as one of the "Top Two Golf Courses in South Florida." The natural grass driving range tee has 24 hitting stations. Target greens offer the chance to practice shots you find on the course. There are two large practice greens to work on your short game and a practice bunker for sand shots.

The tournament will start at 8:00 am. Transportation will depart the hotel at 7:00 am. Practice greens open at 7:15 am. Breakfast will be provided at the course. Registration and driving range privileges will begin upon arrival. Tournament fee is \$125 per player which includes cart, driving range, breakfast, lunch and contest/awards. Golf attire and soft spike golf shoes are required. Golfers must notify ASA if they need transportation to the course.

2:00 pm - 6:00 pm **Registration** Boca Raton Resort & Club

6:00 pm - 8:30 pm **Welcome Dinner** Sponsored by Inventory Locator Service

## conference Overview

**ASA's annual conference** is two days of educational seminars and workshops. It begins on Sunday with a golf tournament in the morning and a welcome dinner including golf awards presentation in the evening. Monday is divided into two parts: a general session in the morning and six workshops in the afternoon. A reception, banquet dinner and the presentation of the Edward J. Glueckler Award will be held on Monday evening. Tuesday is divided into two parts: seven workshops in the morning and a general session in the afternoon. The members-only breakfast is on Tuesday morning. Each attendee will be able to attend a total of four workshops.

### Monday • June 27, 2005

6:30 am - 8:00 am

Registration, Exhibits, Continental Breakfast Sponsored by M&M Aerospace Hardware, Inc.

8:00 am - 10:00 am

- Welcome and Opening Remarks
   Michele Dickstein, President, ASA
- Keynote Presentation
   A Northwest Airline Executive (Invited)

As air carriers continue to reshape their business model, so do their business partners. Hear how Northwest Airlines views the industry and how it is positioning itself for continued growth.

Parts Wars: Revenge of the Myth
 Jason Dickstein, Government Affairs
 Representative and General Counsel, ASA

Understanding the federal laws is vital to a distributor's livelihood. Jason Dickstein will cleave facts from myths in this review of the major issues from ASA's Government Affairs program. Mr. Dickstein will examine the highlights among the laws, regulations and policies that affect ASA members' businesses, and he will talk about efforts to make legal compliance (and customer support) easier for ASA members. In addition to FAA issues, he will also address other legal issues like hazmat concerns, and intellectual property issues that affect distributors.

Emerging Technology
 Roy Resto, VP Technical Operations,
 FAA-DAR, Tracer Corp., Messier-Bugatti-Tracer

Emerging Technologies will be discussed with an emphasis on their influence on the supply chain. Airbus/Boeing Inventory Management Systems, RFID, and wireless systems will be among the topics reviewed.

10:00 am - 10:30 am **AM Break, Exhibits**Break sponsored by Unical Aviation, Inc.

#### Monday • Continued

10:30 am - 12:15pm

 Managing the Aviation Business in a Distressed Environment
 John Kokoska, Partner,
 Morris Anderson & Associates Ltd.

Eric P. Murray, Managing Director, Morris Anderson & Associates Ltd.

Distributors have a particular vulnerability to the current shakeout in the airline industry. Fuel prices, war, terrorism, and other factors have devastated our customer base and presented us with special management challenges. Learn from the experts at America's most experienced turnaround firm what we need to do in order to cope with key customers who are experiencing distress or even bankruptcy. More importantly, learn the principles of how to insulate your own business from becoming one of the casualties.

• Law, Safety and Politics Associated with Contract Maintenance Marshall S. Filler, Managing Director & General Counsel of the Aeronautical Repair Station Association (ARSA)

As legacy airlines continue to suffer unprecedented financial losses, many have increased the amount of maintenance contracted to highly-specialized, certificated repair stations. Other carriers are using their Part 145 certificates to compete for work in the aftermarketplace. Against this backdrop, organized labor is attempting to persuade legislators, regulators, the media and the traveling public that contract maintenance is not as safe as maintenance performed in-house. What are the important safety and regulatory issues associated with contract maintenance? Mr. Filler will explain the dynamics behind the recent increase in contracting and describe the initiatives undertaken by ARSA, the FAA and the airlines to address the important safety and regulatory issues.

#### Monday • Continued

12:15 pm - 1:30 pm

Lunch

Sponsored by Aircraft Inventory Management and Services, Inc.

1:30 pm - 3:00 pm

Workshops A, B, C, D, E, F

3:00 pm - 3:30 pm PM Break, Exhibits

Break sponsored by Intertrade, a Rockwell Collins Company

3:30 pm - 5:00 pm

Workshops A, B, C, D, E, F

(repeated)

6:00 pm - 7:30 pm

Reception

Sponsored by The Boeing Company

7:30 pm - 9:00 pm

Banquet Dinner and Presentation of Edward J. Glueckler Award

Sponsored by Inventory Locator Service

### Tuesday • June 28, 2005

7:00 am - 8:30am

**Members-only Breakfast Meeting** 

Sponsored by A.J. Levin Company, Inc. and International Aircraft Associates, Inc.

8:30 am - 10:00 am

Workshops G, H, I, J, K, L, M

10:00 am - 10:30 am **Morning Break** 

Sponsored by Tracer Corporation

10:30 am - 12:00 pm

Workshops G, H, I, J, K, L, M

(repeated)

12:00 pm - 1:00 pm

Lunch

Sponsored by Western Aero Services, Inc.

#### Tuesday • June 28, 2005

1:00 pm - 3:15 pm

Market Outlook

TBA, The Boeing International
Marketing Team, The Boeing Company

The aviation industry is changing rapidly! Do you have the up-to-date intel in order to determine how to position your company for growth and long-term viability? Don't worry, this presentation will provide you with the details you need in order to make the tough decisions. Hear how the experts expect fleet make up, operational strategy and overall business models to change.

 The Promising Market of Latin America Richard Levin, Vice President, A.J. Levin Company

Armando Berti, Supply Chain Director, TAM Airlines

Luís Giacomán, Materials Director, TACA-Aeromantenimiento

Just as the domestic MRO market has shifted from internal operations, Latin America is also experiencing a similar transformation. Changing economies and trends in Latin America make this region a natural choice for emerging MRO opportunities. Join this panel of experts from TAM Airlines and TACA-Aeromantenimiento and learn how you can position yourself in the Latin American marketplace and benefit from these MRO opportunities.

#### **Conference Adjourns**



# Schedule

# general information

#### **QA Committee Meeting:**

The QA Committee meets bi-annually and is comprised of representatives of member companies. The QA Committee's role is to consolidate quality assurance policies, improve practices, and provide methods to ensure the safe exchange of aviation parts and materials. Attendance is open to all conference attendees. To participate, please contact ASA.

#### **Boca Raton Resort and Club:**

Located in the heart of Florida's Gold Coast in fabled Palm Beach County, the Boca Raton Resort & Club is one of the country's premier destination resorts and private club facilities. Set on 356 acres within a backdrop of casual elegance, Boca's amenities include 30 tennis courts, half-mile stretch of private beach, several pools, three fitness centers, full-service marina and a variety of water sports. In addition, the Resort and Club features an outstanding selection of dining options.

#### **Transportation:**

All conference activities with the exception of golf will take place at the Boca Raton Resort & Club. Taxi service to/from the Palm Beach Airport (PBI) and Fort Lauderdale International Airport (FLL) is available for approximately \$55-60 each way. SuperShuttle service is available on-site at PBI and is \$20.00 one way per passenger. Tri County Airport Express service is available from FLL on a pre-arranged basis only and is \$17.00 for shared van service each way. Tri County Express also provides sedan service. For Tri County Express reservations and rates please call 800-244-8252 (out of area) or 954-561-8888 (Local) or you may visit their website www.floridalimo.com. Overnight valet parking is available at the Hotel at a discounted rate of \$15 per day per vehicle. Attendees are responsible for their own transportation arrangements.

#### Airport:

Palm Beach International Airport is located just 28 miles (30 mins.) north and Fort Lauderdale International is just 24 miles south (30 mins) of the Boca Raton Resort and Club. Both airports service all major air carriers.

## description of Workshops

## Workshop A

## Parts Wars: Making it a GLOBAL Marketplace

Jason Dickstein, Jedi Lawyer

How do I get my parts from HERE to THERE? You don't have to be Obi-Wan Kenobi to know that this is the question that many exporters are asking. Get out your lightsaber, padawan, because Jason Dickstein will:

- explain how to analyze your exports to determine the best strategies for legal compliance,
- teach you how to find the right answers to your export questions, and
- cover some of the major exceptions that can make export regulation compliance simple (or simpler) for aircraft parts distributors.

## Workshop B

#### **Parts Wars: Taking the Fifth**

Harry Schaefer, Director, National Investigative Programs, Department of Transportation - Office of Inspector General

Aircraft parts safety is everybody's business. Learn how you can protect your company and help improve aircraft parts safety at the same time. Mr. Schaefer will also analyze recent government cases and trends involving aircraft unapproved parts and offer suggestions on how to safeguard your business. Attendees are encouraged to ask questions and participate.

## **Workshop C**

# Supplier Performance, Are you getting the most from your supply-chain sources?

George J. Ringger, P.E. Aviation Constultants FAA-DAR/DER

Back by popular demand! This encore workshop has been updated to help you harness your supply-chain workforce in meeting your customer's requirements. The simple techniques presented will show you how to "rev up" the performance of your key suppliers, drive down rejects, and drive up company profits.

### Workshop D

#### Want to Do Business in China?

William Lawton, Senior Trade Specialist Export Assistance Center, Department of Commerce

Who wouldn't! The market is growing and demand is there. How do you get started? What is the aviation market like in China? What do you need to know about China's business requirements? Learn how to successfully negotiate in the local business culture, gain valuable insight into current events, available resources, and up-coming marketing activities. Discuss the prospects for your products or services in private counseling sessions with a U.S. Commercial Service Officer recently returned from China. Mr. Lawton will talk about the nuances of doing business in China and how the U.S. Commercial Service can assist.

## **Workshop E**

#### Business Executive Roundtable -Keeping Good Employees Happy in a Tough Environment

Karen Odegard, President, Pacific Aero Tech, Inc.

Mitch Weinberg, President, International Aircraft Associates, Inc.

This is an opportunity for business executives to share their ideas and strategies about the issues that affect their businesses.

The moderators for this session will be Mrs. Odegard and Mr. Weinberg. In addition to being business owners themselves, both are current members of the ASA Board of Directors and both have received attention by the media for their business skills. Expected topics will include: retaining good employees and developing their skills, workers compensation insurance, treatment of employees, use of independent contractors and consultants, and more. Please come prepared to join an active discussion.

### Workshop F

#### **ILSmart.com**

Jim Sdoia, Vice-President, Inventory Locator Service

ILS enables you and your customers to conduct more of your business online with powerful new tools. As the leading aviation e-market-place, we bring you the advantages of high-tech e-Commerce without the high cost. Learn how to increase your sales with innovative services, including:

- ILS PMA Cross Reference ILS has cross-referenced its parts availability database of over 5 billion parts with Federal Aviation Administration Part Manufacturer Approval (PMA) data to enable subscribers to locate additional sources for parts. This new PMA option enables subscribers who search for a specific part number to locate suppliers listing the OEM part as well as suppliers listing the PMA part number.
- Integrating ILS Web Services This service provides the ability to easily integrate the power of ILS into your current back-office operations. Find out what your IT department needs to incorporate ILS into your daily operation.
- Promoting your Company on ILS Banner Ads, Smart-Banners <sup>SM</sup>, Catalogs, and Profile Listings are all products offered by ILS to help maintain and improve your company's name recognition in the marketplace. Find out how to get results with these services.
- The Future of Aviation Information ILS
   will soon unveil a new powerful aviation
   portal designed to provide valuable aviation
   industry related information. By attending
   this session, your eyes will be opened
   to a new wealth of aviation information
   like you have never seen before.

Our representatives will show you how to take advantage of these and other ILS services designed to improve your visibility and increase your sales. All workshop attendees will be entered in a drawing for a 30-day ILS Banner Ad!

# **ASA 2005 Workshops**

### Workshop G

#### **Parts Wars: A New Hope**

Al Michaels, National Resource Specialist Parts & Rotorcraft, FAA, (Invited)

Need to know where to focus your regulatory energy? Listen to the expert. As the National Resource Specialist for aircraft parts, much of the new FAA guidance materials that affect aircraft parts distribution, whether document related, SUPs related or installation related are not published without input from Mr. Michaels. In this workshop, Mr. Michaels will discuss the FAA's current initiatives and their impact on aircraft parts distribution.

## **Workshop H**

## Are your employees appropriately trained?

George J. Ringger, P.E. Aviation Constultants FAA-DAR/DER

This informative workshop lays out just how you can take advantage of the most recent FAA and EASA Part 145 training requirements in boosting your training program beyond Accreditation compliance to real company savings. (Based on recent FAR 145 & EASA training initiatives)

## Workshop I

#### **LEAN Cuisine For Your Business**

Anshuman Kumar Trikha(A.K.), Trainer/Consultant, LeanQA.

In order to maintain a healthy body, LEAN is the mantra. Just as individuals go the extra mile to stay fit to avoid "extinction" so must industry. LEAN common sense was promoted in the early 20th Century by Ford with standardization and mass production and brought to fruition by Toyota in the late 80's. Organizations throughout the world have benefited both financially and operationally by implementing LEAN. LEAN is applied common sense which also means it's a combination of several quality initiatives such as Six Sigma, ISO, QFD, TQM, etc. If a company is to compete globally and become a world class organization, LEAN is the mantra for your business menu to success.

Participants in this "Intro to LEAN Enterprise" workshop will experience business simulation recipes based on LEAN Principles and be able to identify the following ingredients:

- · the five LEAN Principles,
- · four elements of a LEAN Process,
- outline seven wastes within their organization, and
- have a better understanding or benefits of LEAN Implementation.

### **Workshop J**

## Accreditation: Your Reputation Strikes Back

Michele Dickstein, President, ASA and Greg Tinti, Program Coordinator, ASA

Your inventory isn't your most important asset, it's your reputation. This workshop will highlight the benefits of participating in the ASA Accreditation Program (ASAAP) and Voluntary Industry Distributor Accreditation Program. Mrs. Dickstein and Mr. Tinti will provide an overview of the ASA-100 Quality System Standard and the steps to becoming an accredited distributor. Learn how you can provide your customers with an added level of certainty that your quality system meets a higher standard of quality than required by FAA Advisory Circular 00-56A.

## Workshop K

#### E-content in Aviation Distribution: Developing Smart Strategies for ERP Systems in the Marketplace

Frank Scales, Director of Training Services, Component Control

If "Content is King", how do you measure the worth of Information Providers and Management Systems? What are the value propositions of Integration and Participation? Mr. Scales explores issues facing Aviation Distributors today in the evolving environment of e-business.

## **Workshop L**

## **Business Executive Roundtable - Global Marketplace Expansion**

Karen Odegard, Pres., Pacific Aero Tech, Inc.

Mitch Weinberg, Pres., International Aircraft Associates, Inc.

This is an opportunity for business executives to share their ideas and strategies about the issues that affect their businesses.

The moderators for this session will be Mrs. Odegard and Mr. Weinberg. In addition to being business owners themselves, both are current members of the ASA Board of Directors and both have received attention by the media for their business skills.

Expected topics will include: travel, communication methods, marketing and foreign representation, foreign trade credit and insurance, import/export and cultural sensitivities. Please come prepared to join an active discussion.

### **Workshop M**

#### **Aeroxchange**

Albert (AI) Koszarek, President and CEO, Aeroxchange Ltd. and Barb Gatti, Senior Director Sales & Marketing, Aeroxchange Ltd.

Aeroxchange Ltd., a leading e-business solutions and technology provider for the global aviation industry, streamlines procurement and negotiation communications for the entire aviation supply chain by creating a neutral marketplace for both buvers and sellers. During this conference, Aeroxchange's suite of e-commerce products will be demonstrated. These include e-Negotiation Services for conducting managed or cooperative request for quotations, auction and offer/counter offer; and our e-Procurement Services for selling/loaning or procuring/ borrowing technical parts, commercial items, and repair capabilities. Through the parts procurement engine, our AeroSell product allows electronic access to list your parts/ capabilities (whether you are an OEM, Surplus, Distributor, or PMA) and the ability to receive eRFQ's from airline buyers. The Transaction module provides full support of internet protocols such as SPEC 2000, XML, and X12 and allows non-EDI-enabled trading partners to conduct the full transaction lifecycle electronically (which may include the following messages: RFQ, quote response, P.O., P.O. Change, Ship Notice, Invoice, and Invoice Exception).

# general information

#### Weather:

Boca Raton's daytime temperatures during the summer months are in the upper 80's to lower 90's. Meeting rooms are air-conditioned.

The dress code is business casual.

**Certificate of Completion** provided to all attendees.

Conference materials and notebooks are sponsored by: Time Aviation Services, a unit of Ameron Global, Inc.

Conference Pocket Agenda sponsored by: Pratt & Whitney.

Conference agenda is subject to change.

Check our website for the most recent program at www.aviationsuppliers.org.

# membership Application Form



sale of aircraft parts. As a Re	<b>gular Member</b> , we will ng rights of the Board of	be entitled to all benefits, p f Directors, The Update Repo	articipation in committees (see	sales organization that is involved in the below), ASA's technical library, meeting e. See below for payment method to the
☐ 1 to 19 employees ☐ 20 to 59 employees				
				r, we wish to support the activities of the nt of <b>\$500</b> . See below for payment method.
Application Inform				
(All ASA communication is conducted	ed via e-mail, theretore it	t is essential that you provid	le an active e-mail address to re	ceive important ASA information.)
Company Name:				
Street Address:				
Mailing Address: (if different from	n above)			
Principal Location of Business: _				
Telephone Number:		Fax N	Number:	
Name/Title of Representative to A	ASA:			
E-mail of Rep to ASA:		Web:	site:	
Our Type of Business:				
Officers and/or Key Management	i:			
How did you hear about ASA? _				
We are interested in the followin	g committee(s):	□ Quality Assurance		
Payment method?   Master	card/Visa	☐ American Express		Check # enclose check with form.)
Credit Card Number			Exp. Date	
Credit Card Holder Name	(please print)	Card Holde	r Signature	
Association and to support its ac membership is subject to approva membership payment. Regardless	tivities. I attest that all on the state of	of the information provided above and by my signature understand Membership pay	on this application is true to the below, I acknowledge and autho ments are non-refundable.	rules and regulations adopted by the e best of my knowledge. I agree that orize ASA to charge my credit card for
Signature		Date_		

# conference Registration Form

Please either attach a business card, type or print clearly (please complete all sections)

Name		Badge First Name
		Fax
Are you an ASA Membe	er? 🗆 Yes 🗆 No <i>Intere</i> s	
Conference	Schedule	
SATURDAY   <i>Ju</i>	ne 25, 2005	
3:30 am – 4:00 pm		QA Committee Meeting, Boca Raton Resort & Club Registration, Boca Raton Resort
SUNDAY   <i>Ju</i>		
2:00 pm – 6:00 pm		
•	ne 27, 2005	
3:00 am – 5:00 pm 3:00 pm – 7:30 pm		Registration, Exhibits, Continental Breakfast General Session, Workshops, Breaks, Lunch, Exhibits Reception, Exhibits Uniner, Presentation of the Edward J. Glueckler Award
•		THECDAY   Inno 20 2005
MONDAY   June PM Sessions Only (90 n 1:30 pm — 3:00 pm and	ninutes)	<b>TUESDAY</b>   <i>June 28, 2005</i> <b>AM Session Only (90 minutes)</b> 8:30 am – 10:00 am <b>and</b> 10:30 am – 12:00 pm
Select two from the a		Select two from the morning session:
	ng it a GLOBAL Marketplace	☐ (G) Parts Wars: A New Hope
J (B) Parts Wars: Takinç J (C) Supplier Performa	•	<ul><li>☐ (H) Are your employees appropriately trained?</li><li>☐ (1) LEAN Cuisine for you Business</li></ul>
J (D) Want To Do Busin		☐ (J) Accreditation: Your Reputation Strikes Back
J (E) Business Executiv	re Roundtable	☐ (K) E-Content in Aviation Distribution
☐ (F) ILSmart.com		☐ (L) Business Executive Roundtable
		☐ (M) Aeroxchange
CONFERENCE FEES: 'Circle each applicable fe	Save \$50 if registered By April e) "Early Bird Fee"	29, 2005         April 29 - June 20         AFTER           Pre-conference Fee         June 20, 2005
		\$645\$695
		\$575\$625 \$745\$795
Non-Member Add'l Atte	ndee	\$725
Spouse/Companion	\$150	\$150\$150
JUII TOURNAMENT	\$125	\$125\$125

To receive early-bird rate, check or credit card information must be received at ASA by 4PM est. April 29, 2005. To receive pre-conference registration rate, check or credit card information must be received at ASA by 4 PM est. June 20, 2005. Special Rates available for air carrier and government personnel. Please contact ASA for details.

**Exhibitors Limited Space:** The exhibitor fee includes a skirted table, chairs and registration for up to two people to attend the conference meeting and social events.

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Member \$1150 Non-Member \$1225

**Spouse/Companion? Guest Name:** 

(Spouse/Companion fee includes Sunday and Monday evenings' social events.)

HOTEL INFORMATION: The Boca Raton Resort & Club, 501 East Camino Real, Boca Raton, FL 33431. Special Room Rate of \$149 + tax per night. Room rate is exclusive from additional fees as follows: \$14 per night resort fee (resort fee includes: fitness center, two bottles Mizner Water daily, complimentary local calls, complimentary credit card and 800 call access, high speed internet access, resort wide transportation, turn down service daily and daily newspaper) and a one-time \$10 baggage/housekeeping fee. For Room Reservations call: (800) 327-0101 or direct to or contact the hotel directly at (561) 447-3000. Room Block under ASA. Reservations should be made directly with the hotel.

**ROOM RESERVATION POLICY:** ASA *must* receive your conference registration by June 4, 2005 in order to preserve your room reservation. After this date, any room reserved under the ASA room block without a conference registration will be released to ASA for allocation.

#### **PAYMENT METHOD:**

☐ Check #

If paying by check, please mail completed form along with payment made out to: **Aviation Suppliers Association** 734 15th St., NW, Suite 620, Washington, DC 20005 Tel: (202) 347-6899 Fax: (202) 347-6894

(U.S. Funds only / drawn on a U.S. Bank)

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<b>—</b> n				_		-			

□ IVIC □ Visa	□ American Express
Account #:	
Exp. Date:	

Name as appears on card (please print)

Amount to be Charged: \$

Cardholder Signature

This form may be faxed for pre-registration credit card payment to: (202) 347-6894. Credit Card payment cannot be processed unless credit card and signature information is provided.

**Conference & Golf registration** confirmations will be forwarded via e-mail.

#### **Cancellation Policy:**

All conference cancellations must be received in writing. Cancellations before May 27, 2005 will be charged a \$75.00 service fee. There will be no refund for cancellations received on or after May 27, 2005.

There will be no refund for golf tournament cancellations by registrants. If the golf tournament is cancelled by the golf course due to inclement weather, a percentage of the golf fee will be refunded.



734 15th Street, NW, Suite 620 Washington, DC 20005 (202) 347-6899 Phone www.aviationsuppliers.org First-Class Mail U.S. Postage PAID Frederick, MD Permit No. 195

#### **AVIATION SUPPLIERS ASSOCIATION • www.aviationsuppliers.org**



Don't miss the aviation supplier industry's most educational conference.

Join us for our informative general sessions, instructive workshops and plenty of networking opportunities with industry experts, operators, government officials and your colleagues.